2015 BMT Tandem Meetings

San Diego

Exhibit Information & Commercial Support Prospectus

February 11-15

Comprehensive Update on Blood and Marrow Transplantation
- Laboratory Research
- Clinical Investigations
- Patient Care

Early Registration & Abstract Deadline: October 9, 2014
Online Registration & Abstract Submission: www.asbmt.org or www.cibmtr.org

ASBMT
American Society for Blood and Marrow Transplantation

CIBMTR
Center for International Blood & Marrow Transplant Research
BMT TANDEM MEETINGS HISTORY

ASBMT
The American Society for Blood and Marrow Transplantation (ASBMT) is a national professional association that promotes advancement in the field of cellular therapy and BMT. The ASBMT Executive Office is located in Arlington Heights, IL. ASBMT members include over 2,000 clinicians and researchers. The scientific program chair for ASBMT is Krishna V. Komanduri, MD, University of Miami Health System, Miami, FL. More information can be found at www.asbmt.org.

CIBMTR
The Center for International Blood and Marrow Transplant Research (CIBMTR), a research collaboration between the National Marrow Donor Program® (NMDP)/Be The Match® and the Medical College of Wisconsin provides a unique resource of data and statistical expertise to the scientific community for addressing important issues in hematopoietic cell transplantation (HCT). It is comprised of a worldwide network of HCT centers that share data on HCT outcomes and a Statistical Center that maintains a clinical database with information for over 380,000 HCT recipients from over 500 transplant centers in 52 countries. The Center is a voluntary research organization of basic and clinical scientists collaborating to address important issues in blood and marrow transplantation (BMT). Active in BMT research since 1972, the CIBMTR collects information on the results of BMT and uses this information to identify ways to improve transplant outcomes. Scientific program chair for CIBMTR is Paul Veys, MD, Great Ormand Street Hospital, London, UK. More information can be found at www.cibmtr.org.

BMT TANDEM MEETINGS
The first BMT Tandem Meetings were held in 1995. Because of a significant overlap in constituency, the CIBMTR and the ASBMT combined their annual meetings to allow participants to optimize time and travel funds by attending two meetings in a single week. By combining the meetings, nearly 3,000 participants are expected, with approximately 20% from outside the United States. Historically, about 50% of attendees are physicians (MDs) and researchers (PhDs), 21% nurses, 11% advanced practice professionals, 10% clinical data coordinators, and 8% pharmacists.

GENERAL INFORMATION
2015 BMT Tandem Meetings
Meeting Dates: February 11 – 15, 2015
Exhibit Dates: February 11 – 14, 2015
Manchester Grand Hyatt Hotel & Convention Center, San Diego, CA

The BMT Tandem Meetings will include scientific sessions, poster sessions, symposia and workshops on a wide variety of current issues in allogeneic and autologous transplants, including parallel conferences for advanced practice professionals, transplant nurses, BMT clinical research associates, BMT pharmacists, BMT administrators, as well as special sessions for pediatric physicians, medical directors and fellows-in-training.

EDUCATIONAL CREDIT
Continuing Medical Education (CME) for physicians and contact hours for allied health professionals will be provided by the Medical College of Wisconsin. Nursing and pharmacy credits will also be available for some of the sessions.
EDUCATIONAL OBJECTIVES
Upon completion of this CME activity, participants should be able to:

- Report on the state of the art in cellular therapy and blood and marrow transplantation;
- Analyze new methods and controversial issues in clinical management strategies for reducing toxicity and improving transplant outcomes;
- Assess new basic science information in the areas of immunogenetics, molecular biology, stem cell biology and immunology as it relates to hematopoietic stem cell transplantation;
- Review CIBMTR research accomplishments and set the scientific agenda for next year;
- Review accomplishments of ASBMT, including progress on organizational, societal and regulatory issues in blood and marrow transplantation;
- Report on contemporary principles in BMT nursing, pharmacy, data management, clinical research analysis, pediatric transplantation and transplant center administration.

DEMOGRAPHIC INFORMATION
Approximately 3,000 hematologists, oncologists, BMT specialists, allied health professionals, and biostatisticians are expected from the most active allogeneic and autologous transplant centers worldwide.

The 2015 BMT Tandem Meetings will include parallel conferences for Advanced Practice Professionals, transplant nurses, BMT clinical research associates, BMT pharmacists, BMT administrators, as well as special sessions for pediatric physicians, medical directors and fellows-in-training.

<table>
<thead>
<tr>
<th>2014 BMT TANDEM MEETING DEMOGRAPHICS</th>
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</thead>
<tbody>
<tr>
<td>Total Registrants</td>
<td>2950</td>
</tr>
<tr>
<td>Physicians (MDs) and Researchers (PhDs)</td>
<td>42%</td>
</tr>
<tr>
<td>Nurses</td>
<td>13%</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>8%</td>
</tr>
<tr>
<td>Advanced Practice Professionals</td>
<td>7%</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>5%</td>
</tr>
<tr>
<td>Fellows-in Training</td>
<td>4%</td>
</tr>
<tr>
<td>Domestic Attendees</td>
<td>84%</td>
</tr>
<tr>
<td>International Attendees</td>
<td>16%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP COUNTRIES REPRESENTED AT THE 2014 BMT TANDEM MEETINGS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2400</td>
</tr>
<tr>
<td>Canada</td>
<td>92</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>35</td>
</tr>
<tr>
<td>Germany</td>
<td>31</td>
</tr>
<tr>
<td>Japan</td>
<td>30</td>
</tr>
<tr>
<td>Australia</td>
<td>23</td>
</tr>
<tr>
<td>Colombia</td>
<td>20</td>
</tr>
<tr>
<td>Brazil</td>
<td>18</td>
</tr>
<tr>
<td>Mexico</td>
<td>17</td>
</tr>
<tr>
<td>Denmark</td>
<td>15</td>
</tr>
</tbody>
</table>
Supporters of the
2014 BMT TANDEM MEETINGS
Gaylord Texan, Grapevine, TX
February 26 – March 2, 2014

AABB Center for Cellular Therapies
Alexion Pharmaceuticals
American Red Cross
Amgen, Inc.
Astellas Pharma US, Inc.
Banner Health
Biosafe America
BioSpherix, Ltd.
BloodCenter of Wisconsin
Boston Foundation for Sight
BTG International Ltd.
Celgene Corporation
Cell Medica, Ltd.
City of Hope
Fresenius Kabi Company
HistoGenetics
Immudex
Jazz Pharmaceuticals
Kashi Clinical Laboratories
LabCorp
Lukare Medical, LLC.
MAK-SYSTEM Corporation
Medware Information Systems, Inc.
Memorial Sloan-Kettering Cancer Center
Merck & Co., Inc.
Millennium: The Takeda Oncology Company
Miller Pharmacal Group, Inc.
Miltenyi Biotec
Neovii Biotech NA, Inc.
Novartis Oncology
Oncology Nursing Certification Corporation
Onyx Pharmaceuticals
OriGen Biomedical
Otsuka America Pharmaceutical, Inc.
OTTR Chronic Care Solutions
Panasonic Healthcare Company
Remedy Informatics
Sanofi US
Sarah Cannon
Seattle Genetics
Sequenta, Inc.
Sigma-Tau Pharmaceuticals, Inc.
SOBI, Inc.
Spectrum Pharmaceuticals
Stemsoft Software, Inc.
Stemtrak
Terumo BCT
Texas Medical Specialty, Inc.
THERAKOS, Inc.
Velos, Inc.
Vidacare Corporation
Viracor-IBT Laboratories
WellPoint, Inc.
### 2015 BMT TANDEM MEETINGS
### SCIENTIFIC TOPICS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Chair</th>
<th>Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>AML (adult) – C Craddock, Chair</td>
<td>Plenary $60,000</td>
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<tr>
<td>Autoimmune Disease – M Pasquini, Chair</td>
<td>Concurrent $30,000</td>
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<tr>
<td>B-Cells in cGVHD – Jerome Ritz, Chair</td>
<td>Plenary $60,000</td>
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<tr>
<td>Checkpoint Inhibitors – L Luznik, Chair</td>
<td>Plenary $60,000</td>
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<tr>
<td>Fungal Infection – D Kontoyiannis, Chair</td>
<td>Concurrent $30,000</td>
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<tr>
<td>GVHD-Emerging Concepts – C Cutler, Chair</td>
<td>Concurrent $30,000</td>
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<tr>
<td>HCT for Rare Non-malignant Disease – P Veys, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
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<tr>
<td>Health Care Economics – R Maziarz, Chair</td>
<td>Plenary $60,000</td>
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<tr>
<td>HLA in Transplantation – S Marsh, Chair</td>
<td>Plenary $60,000</td>
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<tr>
<td>Microbiota – A Bhatt, Chair</td>
<td>Concurrent $30,000</td>
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<tr>
<td>Multiple Myeloma – A Krishna, Chair</td>
<td>Concurrent $30,000</td>
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<tr>
<td>Pharmacologic and Cellular Therapy for CMV – K Peggs, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
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<tr>
<td>Stem Cell Biology – EJ Shpall, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
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</tr>
<tr>
<td>Transplantation for T-cell Malignancies – G Laport, Chair</td>
<td>Concurrent $30,000</td>
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**Also! These special sessions:**

<table>
<thead>
<tr>
<th>Session</th>
<th>Chair</th>
<th>Fee</th>
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<tbody>
<tr>
<td>NMDP Session – Dennis Confer, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
</tr>
<tr>
<td>WBMT Workshop – Yoshihisa Kodera, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
</tr>
<tr>
<td>Statistical Session – Brent Logan, Chair</td>
<td>Concurrent $30,000</td>
<td></td>
</tr>
<tr>
<td>E. Donnall Thomas Lecture</td>
<td>$20,000</td>
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<tr>
<td>Mortimer M. Bortin Lecture</td>
<td>$20,000</td>
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<tr>
<td>ASBMT President’s Conference</td>
<td>$10,000</td>
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EXHIBITING
The BMT Tandem Meetings has four-day exhibits available. Reserve yours today!

Exhibit Move-In:
Tuesday, February 10:
12:00 – 5:00 pm

Exhibit Hours:
Wednesday, February 11:
7:00 – 2:00
Thursday, February 12:
7:00 – 2:00
Friday, February 13:
7:00 – 2:00
Saturday, February 14:
7:00 – 2:00

Exhibit Move-Out:
Saturday, February 14:
2:00 – 4:30 pm

Benefits of Exhibiting
• Exposure to the world’s top blood and marrow transplant physicians and allied health professionals
• A professionally assembled pipe and drape exhibit area featuring 10’x10’, 20’ or 30’ exhibits.
• Meeting coffee breaks and food functions are located within the exhibit area
• Exhibits will appreciate traffic flow throughout the day into the scientific plenary, concurrent and symposia sessions and peripheral conferences.
• Two complimentary meeting registrations included
• Acknowledgement in the Program Guide

Exhibitor Kit
A complete exhibitor kit, including rules and regulations, vendor contact information, shipping information and freight and labor deadlines will be available in fall 2014 and sent to each confirmed exhibitor.

Exhibit Rate – All exhibits are for four days and include two complimentary meeting registrations. Publishing companies pay 50% and non-profit companies pay 25% of listed rate.

<table>
<thead>
<tr>
<th>10’ x 10’ Exhibits</th>
<th>10’ x 20’ Exhibits</th>
<th>10’ x 30’ Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,000 10 x 10</td>
<td>$15,000 10 x 20</td>
<td>$22,000 10 x 30</td>
</tr>
<tr>
<td>$8,000 10 x 10 corner</td>
<td>$17,000 10 x 20 corner</td>
<td>$25,000 10 x 30 corner</td>
</tr>
</tbody>
</table>

Booth Allocation Policy
BMT Tandem Meetings Management will confirm exhibit space upon receipt of a signed application form with payment in full. Receipt of the application form by the management shall not confer any claim to subsequent approval. Exhibit space will NOT be allocated until payment is received.
SUMMARY OF SUPPORT OPPORTUNITIES

Listed below are various ways you can support the 2015 BMT Tandem Meetings. Please feel free to contact Sherry Fisher (slfisher@mcw.edu; P 414.805.0687) with any questions or requests that you may have. All prices are listed in U.S. dollars.

BMT Tandem Meetings Support – Does not include exhibit fees

- Platinum ($200,000)
- Gold ($100,000)
- Silver ($50,000)
- Bronze ($10,000)

Marketing/Promotional Support

Includes acknowledgement in the Program Guide and on-site signage as applicable. **Companies providing $30,000 or more in support for meeting components in non-CME Educational Support are eligible for a 10 (or 8') x 10 exhibit at no cost. ACCME guidelines preclude using support of CME Educational Activities as credit toward an exhibit.**

- BMT Tandem Reception - $100,000
- 2015 BMT Tandem Meetings electronic capture (former CD-ROM) - $65,000 (Dec. 15 deadline)
- Posters On Disk - $55,000 (Dec. 15 deadline)
- Registration Tote Bag (no product logo allowed) - $40,000
- Product Theater in poster hall (see supplement for details) - $30,000
- Abstracts on CD and Online - $30,000 (Dec. 15 deadline)
- Speaker Ready Room (including on screen corporate logo) - $15,000
- Sunday Farewell Lunch - $15,000
- ASBMT Public Service Award - $10,000
- Hospitality Suites - $10,000
- Daily Coffee/Refreshment Breaks - $10,000 each or all week for $30,000
- CIBMTR Awards for Best Clinical Research Abstracts - $7,500
- ASBMT Awards for Best Basic Research Abstracts - $7,500
- CIBMTR Working Committee Meetings - $5,000 each or all 15 for $60,000

Advertising Opportunities

- Ad in “Dr. Bag” Door Drop – See rate card at www.cibmtr.org or www.asbmt.org
- NEW! WiFi for full conference - $30,000
- On-site Program Guide Book - $35,000
- NEW! Meetings Events Mobile App - $25,000
- Abstract Book - $30,000
- Housing web banner with corporate logo-included in all confirmation emails - $25,000
- Internet Access Center - $25,000
- Meeting Events Digital Schedule Boards - $20,000 each or all 3 for $50,000
- Name badge Wallet (no product logo allowed) - $20,000
- Hotel key cards (no product logo allowed) - $15,000
- Preliminary Program Email blasts (3) - $15,000
- Pre-Registrants Brochure - $15,000
- Ad space available in Biology of Blood and Marrow Transplantation (10% discount for exhibitors)
Educational Support

- Luncheon CME Symposia (see supplement for details) - $110,000 each
- Plenary Sessions - $60,000 each
- Transplant Nursing Conference - $50,000
- Pediatric BMT Educational Track - $50,000
- Clinical Education Conference (NP, PA-C, etc) - $50,000
- Clinical Research Associates Conference - $40,000
- BMT Pharmacists Conference - $35,000
- Concurrent Scientific Sessions - $30,000 each
- BMT CTN Coordinators Conference - $30,000
- Poster Sessions (2) - $20,000 each or both for $35,000
- WBMT Scientific Session - $20,000
- E. Donnall Thomas Lecture - $20,000
- Mortimer M. Bortin Lecture - $20,000
- BMT Administrative Directors Conference - $20,000
- BMT Center Directors Conference - $8,000
- Transplant Fellows-in-Training Orientation - $8,000
- Meet the Professors - $5,000 each or all 8 for $30,000

Satellite Symposia

We offer high-quality luncheon CME sessions unopposed by other scientific meetings throughout the week. A great opportunity to host a meal function for physicians and other professionals in the BMT field. Please visit our websites (www.cibmtr.org or www.asbmt.org) for details. For more information on satellite symposia please contact Sherry Fisher at slfisher@mcw.edu or 414.805.0687.

Product Theaters

We are offering Product Theaters onsite this year. These mealtime sessions offer a great opportunity to host a meal function for physicians and other professionals in the BMT field. For more information please see the Product Theater Supplement on our websites (www.asbmt.org or www.cibmtr.org) or contact Sherry Fisher at slfisher@mcw.edu or 414.805.0687.

Publicity

Worldwide promotional mailings to blood and marrow transplant centers, notices in CIBMTR and ASBMT newsletters (worldwide distribution), flyers distributed at worldwide hematology, oncology and transplant meetings and conferences. Publicity on the Internet including the CIBMTR and ASBMT web sites.

Recognition

All supporters will be acknowledged in BMT Tandem Meetings publicity materials, on-site meeting signage, in CIBMTR and ASBMT newsletters, in the meeting program, and related publications. The deadline for inclusion in the final meeting program is December 15, 2014.

Method of Payment

Checks should be made payable to The Medical College of Wisconsin/BMT Tandem Meetings and sent to the attention of Sherry Fisher, CIBMTR, The Medical College of Wisconsin, 9200 W. Wisconsin Ave, Ste. C5500, Milwaukee, Wisconsin 53226. The Tax Identification number of The Medical College of Wisconsin is 39-0806261. Contributions are tax deductible as allowed by law.

For more information on these opportunities for commercial support and information on Symposia or Product Theaters, please contact:

Sherry Fisher
Phone: 414.805.0687
Email: slfisher@mcw.edu
# 2015 BMT TANDEM MEETINGS EXHIBIT AND SUPPORT FORM

## EXHIBIT APPLICATION

- My company would like to **exhibit** at the 2015 BMT Tandem Meetings. *Space is limited and available on a first-come, first-served basis. Additional information on exhibiting will be provided upon confirmation.*

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
<th>Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10</td>
<td>$6,000</td>
<td>Pub Co (pay 50%) NFP (pay 25%)</td>
</tr>
<tr>
<td>10' x 10 corner</td>
<td>$8,000</td>
<td>Pub Co (pay 50%) NFP (pay 25%)</td>
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<tr>
<td>10' x 20'</td>
<td>$15,000</td>
<td>Pub Co (pay 50%) NFP (pay 25%)</td>
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<tr>
<td>10' x 30 corner</td>
<td>$25,000</td>
<td>Pub Co (pay 50%) NFP (pay 25%)</td>
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</tbody>
</table>

Top three choices for exhibit location: (1) ____________, (2) ____________, (3) ____________

## COMMERCIAL SUPPORT PREFERENCES

My company would like to **support** the 2015 BMT Tandem Meetings with an educational and/or promotional marketing grant (A letter of agreement may be required).

- Platinum ($200,000)
- Gold ($100,000)
- Silver ($50,000)
- Bronze ($10,000)

### Educational &/or Promotional Marketing Support

We would like to **support** the 2015 BMT Tandem Meetings with a grant (A letter of agreement may be required).

- Support of ______________________ in the amount of $________
- Support of ______________________ in the amount of $________
- Support of ______________________ in the amount of $________

## COMPANY INFORMATION

Company name and address **as it should appear in the Program Guide**

- **Company:**
- **Address:**
- **City:**
- **State/Province:**
- **Zip/Postal Code:**
- **Country:**
- **Contact Name:**
- **Title:**
- **Phone:**
- **Fax:**
- **Contact E-mail:**

Contact name and address **as it should appear in the onsite Mobile App**

- **Contact Name:**
- **Contact E-mail:**
- **Contact Title:**
- **Website:**
- **Description:**
PAYMENT INFORMATION


We agree to pay the TOTAL sum of (USD): $___________________

☐ I will pay by check (please make payable to “The Medical College of Wisconsin/BMT Tandem Meetings”)
☐ Please send an invoice to process payment.

☐ I will pay by credit card (see details below)

Credit Card Authorization, if applicable

Card Holder Name: _______________________  ☐ Visa  ☐ MasterCard  ☐ American Express

Card #: ___________________________  Expiration Date: __________/________ (MM/YY)

Signature: ___________________________  Date signed: __________/________

Cancellation Policy

Notification of cancellation of exhibit space must be submitted in writing to Sherry Fisher (email acceptable: slfisher@mcw.edu) prior to January 5, 2015. Cancellations received in writing on or before January 5, 2015 are subject to a $250 administrative fee. Cancellations received after January 5, 2015 will NOT receive a refund. Paid space unclaimed by 7:00 pm on Tuesday, February 10, 2015 may be repossessed without indemnity and reassigned by the BMT Tandem Meetings.

Please forward completed form and payment to:

Sherry Fisher
CIBMTR - Medical College of Wisconsin
9200 W. Wisconsin Ave, CLCC, Ste. C5500
Milwaukee, WI  53226
Phone: 414.805.0687   Fax: 414.805.0713 E-mail: slfisher@mcw.edu

The applicant hereby makes application to obtain from the BMT Tandem Meetings (“Conference Management”) exhibit space (the “Exhibit Space”) in the Manchester Grand Hyatt (the “Exhibit Hall”) during an Exhibition (the “Exhibition”) to be held from February 11 to 14 (inclusive), 2015 in conjunction with the 2015 BMT Tandem Meetings (the “Conference”), such Exhibit Space to be in a location assigned by Conference Management. The applicant agrees to abide by all the rules and regulations governing the Exhibition as set forth and included in the Exhibit Information & Commercial Support Prospectus and the Exhibitor Kit, a copy of which will be provided to each exhibitor. The applicant acknowledges and agrees that upon acceptance by Conference Management, this Application will become a contract for the licensing of the Exhibit Space between the Conference Management and the applicant (thereafter referred to as the “Exhibitor”).

Signature Agreeing to the Terms and Conditions of this Application and Agreement:

Signature: ___________________________  Print Name: ___________________________  Date: _______________

Please contact us if you need any additional information.

SEE YOU IN SAN DIEGO!